

Message Text

LIMITED OFFICIAL USE

PAGE 01 MOSCOW 05402 071952Z

71

ACTION EUR-12

INFO OCT-01 ISO-00 CU-02 CIAE-00 DODE-00 INR-07 NSAE-00

PA-01 PRS-01 SP-02 NEA-10 EA-07 /043 W

----- 097812

R 071704Z APR 76

FM AMEMBASSY MOSCOW

TO USIA WASHDC

AMEMBASSY MANILA

INFO SECSTATE WASHDC 2270

AMCONGEN LENINGRAD

LIMITED OFFICIAL USE MOSCOW 5402

USIA FOR IPS, IEU; STATE FOR EUR/SOV; MANILA FOR RSC; LENINGRAD
FOR P&C

E.O. 11652: N/A

TAGS: SCUL UR

SUBJ:DISTRIBUTION OF AMERIKA AND OTHER WESTERN PUBLICATIONS
IN USSR

REF: MOSCOW 4254

SUMMARY: EMBOFFS MET SOYUZPECHAT OFFICIALS MARCH 29 TO
DISCUSS DISTRIBUTION OF AMERIKA AND OTHER WESTERN PUBLICATIONS
IN USSR. SOVIET OFFICIALS SAID AMERIKA VERY POPULAR AND EX-
PRESSED WILLINGNESS TO FACILITATE DELIVERY. WIDER DISTRIBUTION
OF WESTERN PUBLICATIONS IS NOT SOYUZPECHAT DECISION AND TRANS-
PORT/COST FACTORS CONTINUE TO LIMIT THIS OPERATION.
APPOINTMENT WITH MEZHDUNARODNAYA KNIGA REQUESTED TO DISCUSS THIS
ISSUE. END SUMMARY.

1. COUNSELOR FOR PRESS AND CULTURE AND PRESS ATTACHE, AFTER
REPEATED REQUESTS FOR APPOINTMENT, HAD CORDIAL MEETING WITH
DIRECTOR OF "SOYUZPECHAT" LEONID BARASHENKOV AND ASSISTANT
IGORSHENA MARCH 29.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 MOSCOW 05402 071952Z

2. BARASHENKOV STATED THEY ARE RECEIVING MANY INQUIRIES

ABOUT LATE DISTRIBUTION OF AMERIKA, AND NOTED THAT MOSCOW CUSTOMS JUST RECEIVED JANUARY ISSUE. APPARENTLY TO THE SURPRISE OF THE SOYUZPECHAT OFFICIALS, EMBOFFS INFORMED THEM THAT AMERIKA PREVIOUSLY WAS PRINTED IN BEIRUT BUT BECAUSE OF THE CIVIL WAR THE OPERATION WAS SHIFTED TO MANILA. WE WELCOMED NEWS THAT AMERIKA WAS MISSED AND EXPRESSED APPRECIATION FOR PAST COOPERATION IN DISTRIBUTING MAGAZINE. ONLY TWO ISSUES HAVE BEEN PUBLISHED AND MAILED FROM MANILA, AND OUR PRELIMINARY IMPRESSION IS ONE OF CONSIDERABLE DELAYS AT SEVERAL POINTS BETWEEN MANILA AND MOSCOW. WE PROMISED TO INVESTIGATE MATTER IN DETAIL AND SEEK ASSISTANCE FROM SOYUZPECHAT IN ACCELERATING DELIVERY. (EMBASSY HAS SUBSEQUENTLY CONTACTED BOTH CUSTOMS AND SOYUZPECHAT AND HAS BEEN PROMISED DETAILED SUGGESTIONS WITHIN A WEEK.)

3. BARASHENKOV STATED THAT AMERIKA VERY POPULAR AND BLAMED NEWSTAND RETURNS ON INEFFICIENCY IN HIS OWN ORGANIZATION. SOYUZPECHAT IS A MONOPOLY, HE ADMITTED, RESPONSIBLE FOR DELIVERY OF ALL FOREIGN AND DOMESTIC PUBLICATIONS TO THOUSANDS OF NEWSTANDS IN OVER 700 CITIES OF THE USSR, AND THERE ARE INEVITABLE PROBLEMS. EVEN MOST POPULAR FASHION AND MOVIE MAGAZINES HAVE NEWSTAND RETURNS. THIS WIDESPREAD NETWORK OF DISTRIBUTION MAKES IT VERY DIFFICULT TO MEET THE EMBASSY'S REQUEST FOR A LIST OF STANDS WHERE AMERIKA IS SOLD. IT IS ALSO A PROBLEM TO INFORM THE EMBASSY WHEN AMERIKA WILL GO ON SALE SINCE NOT ALL STANDS RECEIVE THE ISSUES AT THE SAME TIME, DELIVERY IS ALWAYS UNCERTAIN DEPENDING ON ROAD AND FLYING CONDITIONS, ETC.

4. SOYUZPECHAT OFFICIALS CITED MANY OF SAME DIFFICULTIES IN DISTRIBUTION OF OTHER WESTERN PUBLICATIONS. THEY MAKE CLEAR THAT SELECTION OF FOREIGN MATERIALS AVAILABLE IN THE USSR IS NOT THEIR DECISION; THEY ARE ONLY RESPONSIBLE FOR ACTUAL DISTRIBUTION. TO DISCUSS SELECTION, EMBOFFS REFERRED TO MEZHDUNARODNAYA KNIGA. (WE HAVE REQUESTED APPOINTMENT ASAP) SOYUZPECHAT, THE DIRECTOR CLAIMED, DOES NOT EVEN DECIDE WHERE THE PUBLICATIONS WILL BE MADE AVAILABLE, ALTHOUGH HE ADMITTED THAT CERTAIN KIOSKS ARE AUTHORIZED TO HANDLE FOREIGN MATERIALS. BARASHENKOV THEN CITED TRANSPORTATION PROBLEMS AND COSTS AS THE PRINCIPAL IMPEDIMENTS TO WIDEN DISTRIBUTION OF FOREIGN PUBLICATIONS. THE INITIAL COSTS OF THE PUBLICATIONS ARE HIGH, BOTH THE "NEW YORK TIMES" AND "WASHINGTON POST" ARE LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 MOSCOW 05402 071952Z

HEAVY PAPERS, AND BY THE TIME THEY ARE DELIVERED, PUBLIC DEMAND IS NOT GREAT. HE ALSO CLAIMED THAT THE QUANTITIES THEY RECEIVE FROM THE PUBLISHERS VARIES FROM TIME TO TIME; AND HE MAINTAINED THAT MOST PEOPLE WHO ARE INTERESTED IN FOREIGN PUBLICATIONS SUBSCRIBE DIRECTLY. RETURNING TO THE TRANSPORT PROBLEM, HE SAID TRAINS TAKE TOO LONG AND PLANES COST TOO MUCH. IN SUMMARY THE SOYUZPECHAT DIRECTOR MAINTAINED THAT WHILE HIS ORGANIZATION WAS ANXIOUS TO FACILITATE THE DISTRIBUTION OF WESTERN PUBLICATIONS

IN THE USSR, MANY PRACTICAL PROBLEMS REMAINED. EMBOFFS SUGGESTED
EXPANDED DISTRIBUTION OF "INTERNATIONAL HERALD TRIBUNE."

5. EMBOFFS EXPRESSED APPRECIATION FOR DIFFICULTIES
OF DISTRIBUTION IN SOVIET UNION AND FOR SOYUZPECHAT EFFORTS.
WE REQUESTED THAT SOYUZPECHAT CONTINUE TO INFORM US OF ANTICI-
PATED DAY OF DISTRIBUTION FOR AMERIKA WHICH THEY HAD KINDLY PRO-
VIDED. EVEN A LIST OF KIOSKS SELLING FOREIGN LITERATURE IN
LENINGRAD WOULD BE INITIAL HELP. REGARDING THE DISTRIBUTION
OF MORE WESTERN PUBLICATIONS, EMBOFFS NOTED FAVORABLE IMPACT
THIS MADE IN WEST AND EXPRESSED HOPE THAT PROBLEMS COULD BE
OVERCOME.
STOESSEL

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PUBLICATIONS, INFORMATION MEDIA
Control Number: n/a
Copy: SINGLE
Draft Date: 07 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: ShawDG
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MOSCOW05402
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760132-0403
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760488/aaaacwwx.tel
Line Count: 128
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 76 MOSCOW 4254
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 04 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 MAY 2004 by CollinP0>; APPROVED <02 SEP 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ISTRIBUTION OF AMERIKA AND OTHER WESTERN PUBLICATIONS IN USSR
TAGS: SCUL, SOPN, UR, US
To: USIA MANILA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006